

EXTRA! FORTY YEARS OF SERVICE IN RANDALL COUNTY **The Canyon News** EXTRA! NUMBER 1

FORTY-FIRST YEAR

40TH ANNIVERSARY OF THE CANYON NEWS, FRIDAY, MARCH 20, 1936

NUMBER 1

EXTRA! EXTRA!! NEWS 40th BIRTHDAY EDITION

History Of The News During Its 40 Years in City

Four Editors in Early Days — Under Same Management Since August 1st, 1910

Forty years ago the first issue of The Stayer was published in Canyon. The founder was Mrs. R. W. Morgan, who printed the paper in a small shack southeast of the public square.

The Stayer was not the first newspaper in Canyon. The Canyon City Echo was published by the late John Edgell from 1889 to 1902.

Soon after Edgell decided to move his plant, the late J. B. Younger started The Keystone which he continued to publish for 18 months. During this period, The Battleship, was started and printed a few issues, but soon faded out. Mr. Younger sold his plant to J. R. Gaut, who moved the plant to Amarillo and started a new publication.

The Stayer was started in 1896 and was published by Mrs. Morgan until 1902 when it was bought by George A. Brandon, now living in Alhambra, Calif. Mr. Brandon changed the name to the Canyon City News. Mr. Brandon continued as publisher until 1908 when the late C. O. Keiser bought the business and made R. A. Terrill editor of the paper. The name was changed to the Randall County News, which continued until 1915 when the name of The Canyon News was assumed.

After publishing the paper for a year, Mr. Terrill was succeeded by L. B. Cristman, who stayed here only a few months.

On August 1, 1910, the management of The News was assumed by Clyde W. Warwick, who has been the publisher since that date. During the 14 years of its early history, the News was edited by four different people. For nearly 26 years it has been under the same management.

Mr. Brandon moved the plant to a frame building in front of the British Studio. After Mr. Keiser bought the business, it was moved to the south side of the square in a sheet iron structure. In 1911 a brick home was erected, now occupied by the Canyon Laundry. In 1925 the present brick building on the north side of the square was erected. This was remodeled and enlarged in 1929.

During all these years the printing plant has been enlarged, overhauled, and new equipment added as the demands of the public grew for more and better printing.

From the years 1913 to 1920 the newspaper was incorporated, with the stock being held by Clyde Warwick, C. O. Keiser, Mrs. C. O. Keiser, J. W. Reid, and Oscar Hunt. The corporation was dissolved in 1920 when all of the stock was bought by Clyde Warwick, who has been the sole owner from that date.

The printing press which produced The Stayer is now in the museum of the Panhandle-Plains Historical Society, a venerable George Washington hand-press, which saw service in many towns in this section before being brought to Canyon.

The citizens of Randall county are always most cordially invited to visit The News office and see this modern up-to-date printing establishment. It is capable of producing a daily newspaper, if and when Canyon reaches the need of such a publication.

During the boom days, six weekly newspapers were printed from this plant, the total of which amounted to more mechanical work than would be in the production of a daily publication.

AN EXTRA EDITION

This edition of The News is issued as an Extra Edition in order to bring a full eight-page section to the readers of the important features concerning The News. We hope you enjoy reading the section.

40th Anniversary Subscription Offer Is Made

On its 40th Anniversary, The News is glad to make a special offer of 79 cents per year on its subscriptions.

This offer is good only until the end of March, and is open to all, whether it be new subscribers, or those wishing to make renewals for one or more years.

The subscriber will profit by taking advantage of this special offer during March.

Publisher Invited to Talk at Missouri University, May 7

An invitation was received Friday by Clyde W. Warwick to address the students of the School of Journalism, University of Missouri, on May 7th. This is the oldest and the largest School of Journalism in the United States, founded by Walter Williams, 30 years ago.

The Canyon News has perhaps contributed more students to this School of Journalism than any newspaper its size in the United States. Among those who have worked on The Canyon News and later attended the School are:

Olin E. Hinkle, now editor of the Pampa Daily News.

J. Edward Gerald, now on the faculty of this school.

Delmar Ashworth, now teaching journalism in the Pampa high school.

Dee Blythe, now reporter on the Clovis News-Journal.

Miss Emil Brewer, now reporter on the Borger Herald.

Vincent Lockhart, who will receive his degree at Missouri this spring.

John L. McCarty, another product of The Canyon News, was recently promoted to the position of editor of the Amarillo Daily News, and associate publisher of the News-Globe Publishing Co.

John Randolph, who worked several years on The News, is now a Ph. D. and professor in Cornell University, New York.

Fred E. Wortham, former employee, is editor of the Dimmitt News.

Clement McDonald, former printer, is editor of the Quitaque Post.

Among the outstanding young printers who learned the business in this plant are: Herbert Miller, now linotype operator on the Lubbock Avalanche-Journal; Cass McGee, now with the Los Angeles Times and president of the local printer's union; Buster Thomas, now foreman of an Amarillo printing plant.

The News Stands For the Building of Randall County

Since its first edition in 1896, The News has consistently been a community builder. Its interest has been in presenting the facts concerning Randall county which would make the county a more attractive place in which to live, and to induce people to come here to make their homes.

The News has consistently upheld the hands of local authorities, the county officials, the city officials, the school officials, in their effort to improve conditions in the county.

Members of the staff of The News are constantly giving of their time to local enterprises which have for their object the building of a better community.

The News started to talk about a park in the Palo Duro Canyon many, many years ago. The park is becoming a reality, thanks to the interest and support of the movement on the part of local citizens.

The News has stood for paving in Canyon, for good roads, for better schools and school houses, for a county library, and other institutions which mean so much in addition to the pleasantness of the town in which people wish to live.

During all these years The News has locked arms with those who wish to go forward, rather than locked horns with those who were trying to progress.

Members of The News Staff



CLYDE W. WARWICK
Owner and publisher of The Canyon News has been manager of the newspaper since August 1, 1910.



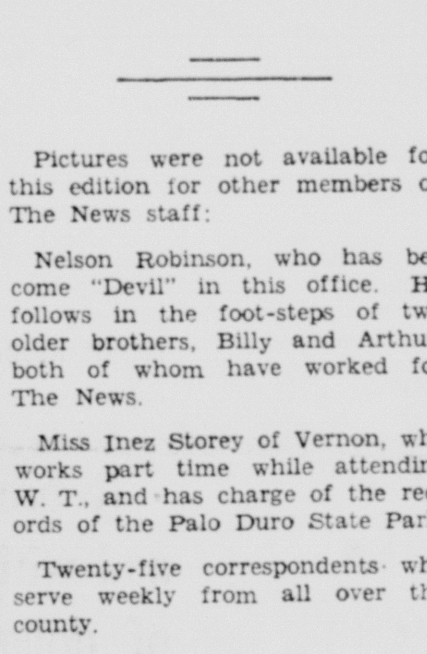
MISS OLIVE V. SCHRAMM
Society and advertising, who joined The News force on September 6, 1934.



DAN K. USERY
Linotype operator is the oldest member of the force, coming to Canyon on Dec. 1, 1908.



N. T. DICKERSON
Pressman and advertising compositor has been a member of the force since Dec. 1, 1924.



HAL COLLIER
Job pressman and general compositor has been connected with The News since Sept. 1, 1925.

Breakfast Served Business-Professional City Leaders

Invitation Is Extended to All Citizens to Visit the News Plant At Any Time

In honor of the 40th anniversary of founding The Canyon News, open house is being observed this morning to about 125 business and professional men and women of Canyon.

The News regrets its inability to

have every citizen of Randall county as its guest today, especially for the breakfast which is being served.

There are many citizens in Randall county who have never visited a modern printing plant.

They should take a few minutes to pay a visit to the plant of The Canyon News, especially while the machinery is in operation in order to gain first hand information of the process of printing.

Many school classes visit The Canyon News plant annually, but all schools are most cordially invited to pay the plant a visit. Text books teach something of the art of printing and its revolutionary influences upon the thought of men when printing came into general use, and men were freed from the prejudices of intellectual darkness.

A cordial welcome is hereby extended to all citizens of the county to come in and see The News plant. You will have a better understanding of the process of

printing, and a better realization of what this institution means to the every day life of this county.

The News Renders Unusual Effective Advertising Service

The News attempts at all times to give efficient and effective advertising service to the business and professional firms of the community. At a large expense, an up-to-date advertising service is bought each month, containing the advertising illustrations of the newest merchandise on the market. This service is offered free of charge to the advertisers who use The News.

Advice is offered to the advertiser in the preparation of his copy. Years of advertising experience, together with newest faces of type for the composition of the advertisement

Canyon News Works for Community Interest

Greetings!

This edition of The Canyon News is issued as a special recognition of the turn of the Fortieth Anniversary of this publication.

This institution is the oldest business institution in Randall county, and on this birthday a number of pertinent facts are printed in this eight-page special issue, which the publisher trusts will enable the people of Randall county to more fully appreciate this business institution.

A newspaper is built upon fair dealing, and upon the confidence which the people of the community places in it.

A newspaper reflects the community in which it is published, whether that community may be good or bad.

The schools, the churches, the civic and business life of the community are reflected through the columns of the newspaper. If these institutions are backward in their development, the newspaper has little to reflect; if they are alive and energetic institutions, the newspaper has much to reflect to the outside world; and if the newspaper is worthy of its mission, the reflection is accurate. A distorted picture never achieves.

During the life of The Canyon News the policy has always been to accurately mirror conditions in this county, giving the people the true facts.

That Randall county has grown to such an extent, and developed so rapidly is an indication of the splendid service which has been rendered by The News in giving the people a true and correct picture of its opportunities and advantages.

Much water has gone over the dam since those struggling days when The News was born, under the name of The Stayer. That the newspaper has been a stayer is due to the community worth which it has shown itself to be during this long period of 40 years.

The News is proud of its achievement during these years. It is proud of the town and the county which has been its field of endeavor. It has been a pleasant period of time, a joyous work in which visible results have been achieved for the benefit of a splendid people.

tisements make advertising in The News most effective.

National advertisers concentrate their business in The News because they have learned from years of experience that the newspaper is the best medium offered. Millions of dollars which were spent on radio, bill boards, and magazine advertising the past two years are now being spent with the newspapers because experience shows the advertisers that the people read the newspapers; that the newspaper covers the territory more effectively than any other medium.

The News welcomes an opportunity to serve the advertisers of Randall county.

A NATIONAL FEATURE

In addition to the regular news feature of Randall county, The News is subscriber to the weekly cartoon and news service of the National Editorial Association, composed of the leading weekly newspapers of the nation. No superior news service is found in the nation. While about two pages of pictures are received weekly, it is possible to print only the most interesting ones.

This national feature is a real service to the subscribers who cannot afford to subscribe for a daily newspaper.

MANY NATIONAL ADVERTISERS

In looking over the regular edition of The News, the reader will be struck by the fact that firms of national fame use The Canyon News regularly. These firms carefully check the results of the advertising placed in every section of the nation. Those newspapers with the pulling powers are continued in use, and those without pulling powers are dropped by these advertisers.

The patronage of national firms increases every year in The News; they find the rates low, considering the quality of the newspaper.

Products of the Plant Have Been Consistent Contest Winners

The products of The Canyon News printing department have been very highly praised, and have won in many contests of state wide interest.

The News itself holds the honor of having won a beautiful loving cup as being the best illustrated newspaper in the state. No newspaper in the state owns more cuts of scenes in and around Canyon than does The News. No newspaper has so large a percentage of cuts of the business and professional people of the community as does The News. These have been secured at a large cost, but present a vivid story by picture whenever used.

The Prairie, student publication of W. T., is printed weekly in The News plant. This newspaper has been honored by its winning in state contests.

The Eagle's Tale is a regular feature of The News. It is the oldest school page in the state, and has won many state and district honors. It has been awarded first place as a school page in the state contest twice.

Thanks, friends, for these fine reports. The staff hopes that all clubs will see to it that the affairs of their organizations are reported regularly.

I am the Printing Press

I am the printing press, born of the mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I sing the song of the world, the oratories of history, the symphonies of all time.

I am the voice of today, the herald of tomorrow. I weave into the warp of the past the woof of the future. I tell the stories of peace and war alike. I make the human heart beat with passion or tenderness. I stir the pulse of the nations, and make brave men do braver deeds, and soldiers die.

I inspire the midnight toiler, weary at his loom, to lift his head again and gaze, with fearlessness, into the vast beyond, seeking the consolation of a hope eternal.

When I speak, a myriad people listen to my voice. The Saxon, the Latin, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting. I am light, knowledge, power. I epitomize the conquests of mind over matter.

I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lamps of poverty, the splendor of riches; at sunrise, at high noon and in the waning evening.

I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.

I am the printing press.

—ROBERT H. DAVIS.

The News Is a Definite Asset and Resource In Canyon

Representing a heavy investment to the owner, and with book value assets running into thousands of dollars, The Canyon News and the Warwick Printing Company are one of Canyon's assets and resources.

This firm is a heavy taxpayer, spends thousands of dollars for materials, postage, insurance, lights, power, gas, freight, etc., each year.

Six people are employed regularly in addition to 25 correspondents who are paid regular compensation. More than 40 people are directly interested each week in the production of this newspaper. Every person interested in this business in Canyon, spends his money among the business firms of Canyon. Every person connected with The News believes in Canyon and the future of the city.

For 40 years this institution has been working for the upbuilding of Randall County; this newspaper has always been a real asset and resource to the business interests of the community.

The News Is Training The Future Leaders of This Country

The Canyon News has long been recognized as a training school for the development of the youth of this community. It was the first newspaper in the state to establish a high school page in the weekly edition. It is among the few newspapers which devotes a full page each and every week to this class of news.

The training given these young people is a distinct advantage to this and other communities of the state, as writing for public print develops a feeling of civic pride, and a sense of responsibility to the community.

The News has sent more students to Schools of Journalism than any newspaper in the state. A sense of pride may be excused for the type of young men and young women who have been trained on this newspaper and today hold responsible positions in larger newspaper fields.

The News feels that this type of service is of real value to the future building of a better community, and a stronger and more substantial commercial life in the future.

The News Has Modern Equipment Far In Excess of Today's Needs

The News is noted for the splendid building that is owned, and the superior equipment which is possessed by the newspaper and printing departments. All of the equipment is modern, and is kept in first class repair, ready for service to the patrons. New machinery and printing type are added annually to keep the plant at the highest point of efficiency.

The plant is composed of two Linotypes; an Optimus cylinder press—the finest of its type that is made; two job printing presses; a book folder; a newspaper folder; power cutter; power stitcher; punch; perforator; six cabinets of type with scores of type faces; and all other kinds of equipment that is needed.

The plant is sufficiently large to produce a daily newspaper when the time arrives to warrant the publication of a daily.

No printing job is too small to merit the attention of this plant; few jobs are too large to be successfully handled here.

Much of the profit of this business is re-invested in this plant in order that we may be of greater service to the people of the community.

The News Brings You the News In Which *You Are Vitally Interested*

The Canyon News is noted as one of the best weekly newspapers in Texas. Very few weekly newspapers print as many news articles weekly as does The News. The newspaper is served by 25 correspondents who send in the news from every part of the county each week.

While the outstanding news events of the county may be printed in the daily newspapers, yet you will never read in any publication outside The Canyon News of the intimate happenings of the county in which you are vitally interested.

Very few citizens of Randall county seldom see their names printed in the daily publications; yet from 450 to 600 names of Randall county people are printed in each and every issue of The News.

The News takes delight in printing the community news, the club reports, and the farm news of the county. This publication has been of great aid in giving correct information regarding various phases of governmental activities for the benefit of the people of the county.

Building a Circulation Which Is of Value to the Advertisers

The Canyon News is indeed proud of its circulation, which is now the largest in the history of this publication. Forty years has seen many changes in Randall county, but all for the improvement of conditions in the county. The increased population of Randall county has offered increased opportunities for The News to serve the people of the county.

The coverage of The News in Randall county is exceptionally good, in fact much more complete than is found among most weekly newspapers. This is due to the reputation for accuracy on the part of The News in reporting the events of the day, and the insistence of The News that all of "the news fit to print" is covered in each week's issue. Many new subscribers are being added to our lists each month.

The circulation of The News will continue to grow week by week, month by month, year by year because of the quality and service of the paper and its exceptionally low price of subscription. The people read The News because they are interested in Randall county's affairs.

The News Provides the Most Economical and Efficient Advertising Medium

Whether it be for the farmer who has a few head of stock for sale, or some farm implement of which he wishes to dispose; the city property owner who has something to sell or rent; the professional man, who wishes to keep his name before the public; or the merchants of the county who wish to reach ALL the people every week with merchandising messages, The Canyon News offers the best medium.

The News goes into the homes of Randall County upon invitation of the home owners who do the buying; and it is read by every member of the family, because The News prints the weekly news of the county in which each and every member of the family is interested.

It is the policy of The News to give the maximum of co-operation, circulation and reader interest to its advertisers at as low a rate as possible. This has resulted in a wide volume of business and in universal satisfaction to those who advertise in The News regularly.

The News provides the best and most economical medium available in Randall county.

The News Has a Modern Office Supply, Equipment and Gift Department

The Canyon News takes great pride in the complete stock of Office Supplies and Equipment which is to be found in the retail department. This department was built to meet the needs of the business and professional men of Canyon, in order that they might equip and supply their offices from a stock right here in Canyon.

Royal Typewriters, all typewriter supplies, Shaw-Walker filing equipment, I-P loose leaf ledgers and bound books, and all other kindred lines of nationally advertised goods are found in this stock.

A complete line of children's books, and a choice selection of standard books for adults are carried in stock. In the gift line, a well assorted stock of the newest the manufacturers offer is to be found. The largest selection of greeting cards in West Texas for every day and special occasions is ready for your selection.

The News is anxious to serve the business and professional men of Randall county with their office equipment problems, as well as with the select line of gift articles.